

*Don't
Miss*



AMERICA'S
EXPOSITION

San Diego

MAY 29



NOV. 11

1935

CALIFORNIA IN A 2-WEEKS VACATION



WARNING!

While attractions for tourists are unlimited, please advise anyone seeking employment not to come to Southern California, as natural attractions have already drawn so many capable, experienced people that the present demand is more than satisfied.

THE ALL-YEAR CLUB is Southern California's official non-profit community tourist association. It has nothing for sale. It endeavors to provide authentic and unbiased information to prospective California vacationists. There is no charge or obligation. Inquiries for additional information should be addressed All-Year Club, 1151 South Broadway, Los Angeles, California.

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OF SOUTHERN CALIFORNIA, LTD.

NOW A MARVELOUS CALIFORNIA TOUR

AT LITTLE MORE
THAN THE COST
OF AN ORDINARY
CLOSE-TO-HOME
VACATION



SUMMER

THE IDEAL TIME TO COME

THE Southern California summer climate is invigorating—the U.S. official temperature average for the four summer months is 67.6° Fahrenheit. Fresh breezes and cool ocean currents from the Pacific's 6,000 mile expanse temper the summer sun and make blankets a sleeping necessity... not one night in ten, but—*nine nights out of ten*. Nor will rain ever for a moment interfere with your plans.

Summer months are preferred by most Californians and, during this period, visitors number more than 600,000.

Summer finds the beaches at their gayest... Hollywood going full blast... sports at their finest... night entertainment metropolitan, varied and exciting. Summer is the ideal time to come.

SUMMERS ARE RAINLESS
BLANKETS A SLEEPING NECESSITY



THIS FOREIGN SCENERY MAP illustrates the amazing diversity of Southern California's scenic settings. It is made from an actual Hollywood motion picture studio "location" chart.

SOUTHERN CALIFORNIA is truly a Sportland. More than 60 all-grass courses for the golfer... ideal swimming conditions... aquaplaning... surf boarding... marvelous fishing in lakes and streams... Catalina Channel harbors the mighty swordfish... weekly polo matches... horse racing... horse shows... hundreds of miles of bridle paths... day and night baseball... championship auto racing... boxing... wrestling... tennis... hiking... yachting.

NEW AD-
VENTURES
FOR OLD

TIME ENOUGH FOR A GLORIOUS TOUR

YOUR SUMMER VACATION is the one time when two weeks equals 16 days, for it has three week-ends instead of two. By leaving Friday night, a Chicago vacationist, for example, has eleven days here and arrives home on the third Sunday ready for work the following Monday.

And in eleven unforgettable days, you will see not only all the high-spots pictured, but have many other fascinating experiences.

The map opposite shows still more time here from more westerly points.

THAT'S RIGHT!
COUNTING
THE WEEK-ENDS
IT'S 16 DAYS



TYPICAL TWO-WEEKS

SUNDAY	MONDAY	TUESDAY
THE WAY 2	ARRIVE EARLY MORNING C	A
O	R	N
HOME	ON JOB	



VACATION CALENDAR

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		WE LEAVE TONIGHT	ON 1
L	I	F	-
I	LEAVE TONIGHT A	EN ROUTE 14	15



RELAXATION
IN COMFORTABLE
RECLINING CHAIRS

FARES LOWEST IN A DECADE

Now, fares to California from Mid-Western points are the lowest in years.

The greatly reduced excursion rates of last summer are still in force.

The Pullman fares have been reduced one-third; transcontinental trains serving this area are now completely air-conditioned.

Meal costs are now so low that you will be pleasantly surprised. In addition to a la carte service, table d'hôte breakfasts, lunches and dinners at popular prices are served.

The railroad companies and California's hotels are co-operating with the All-Year Club of Southern California to the fullest extent and will give every assistance to make your two weeks California vacation an unforgettable experience.

This is the summer to come.

ALL ABOARD Going away! It's a thrill that never grows old. From childhood to old-age, it's hard for any of us to see a train go by without wishing we were aboard, bound for new, far places. At dusk, you've stood and watched them go...

lights twinkling in the diner... happy people inside... the rails clicking their stimulating rhythm... adventure lying ahead.

Well, this time *you* are aboard. And California is the magic destination. Beforehand, the fascination of planning. Then the cheering "good-byes" of friends. Familiar sights and scenes melting into a dim horizon. The worries of yesterday fading as quickly away.

The train trip to and from California is an important and richly dramatic part of your vacation. You will see limitless stretches of country that make you understand for the first time how huge is this great nation of ours.

Your vacation starts the moment you board the train. There's nothing to do but have a good time, as you relax and watch the thrilling panorama of the West unfold before your eyes. Your train is your home... servants at your command... to anticipate your every want. And always the luxury of doing what you like, of getting up and going to bed when you please, of amusing yourself as your desires dictate.





IN THE CLUB CAR

IN THE TOURIST SLEEPER



You will make the most of this train trip. Perhaps you may choose to come one way and return another. Your local transportation agent will give you any information you require.

Whatever route you take, you will see innumerable thrilling reminders of the adventurous days when our forefathers fought and died to extend America's frontiers across plains and deserts and mountains to the shores of the Pacific.

You'll see majestic mountain peaks that dwarf the eastern ranges. Glide over or through or around barriers that took the pioneers months to conquer. And when you steam through the gateway to the great new Pacific Coast Empire, it's like entering a foreign and beautiful land.

OTHER WAYS TO COME

Should you prefer to come to California by motor, air, steamship, or bus, write to the All-Year Club of Southern California and information as to routes, itineraries, etc., will be furnished.

WHEN YOU ARRIVE

You will settle in a hotel of your own choice, will be ready to start your California exploration. **If you follow the itinerary as planned, your hotel clerk will make reservations for each day's trip and supply you with any information you may desire.** Or you may call All-Year Club headquarters. It is assumed that you will not have your own car here, and so public transportation has been suggested and figured in each day's costs.



TRIP NO. 1

LOS ANGELES! . . . Founded under Spanish rule more than 150 years ago, it is now America's fifth largest city.

First, you'll wish to get settled, then, . . . we suggest a stroll through El Paseo de Los Angeles, . . . a genuine Mexican street market, with a century-old adobe and other historic buildings, housing colorful foreign shops. You'll enjoy lunching at a gay sidewalk cafe and exploring nearby Chinatown and the fascinating Japanese Quarter centering in First Street.

Afternoon: take a parlor car sight-seeing tour through Los Angeles, Hollywood, Beverly Hills and the beaches, with an experienced guide to point out the highspots. You'll go through the exclusive Wilshire shopping and residential district, Hollywood Boulevard, past the famous Chinese Theater and Warner Brothers Studio, then into Beverly Hills where you'll see many of the movie stars' homes, on to the University of California at Los Angeles and the National Soldiers' Home. After visiting the Santa Monica and Ocean Park beaches you return to Los Angeles via Culver City.

COSTS FOR THIS DAY

	Moderate	Average	Better than Average
Luncheon	\$.50	\$.65	\$1.00
Sightseeing Tour	2.00	2.00	2.00
Dinner	.60	.85	2.00
Hotel Room for one (with bath)	2.00	2.50	4.00
Total	\$5.10	\$6.00	\$9.00



AT A MEXICAN
STREET CAFE
HAROLD FLOYD'S
PALATIAL HOME



HOLLYWOOD
AND THE SEA



THE LIGHTS AND THE CROWDS
OF A HOLLYWOOD PREMIERE

INSIDE THE STUDIOS



LEAVING in the morning, this memorable trip takes you through the West Adams residential district, past the Metro-Goldwyn-Mayer, Pathe, Roach and Fox Studios, through Beverly Hills, to the R. K. O., Paramount, Warner Brothers, United Artists, Harold Lloyd and Metropolitan Studios.

TRIP NO. 2

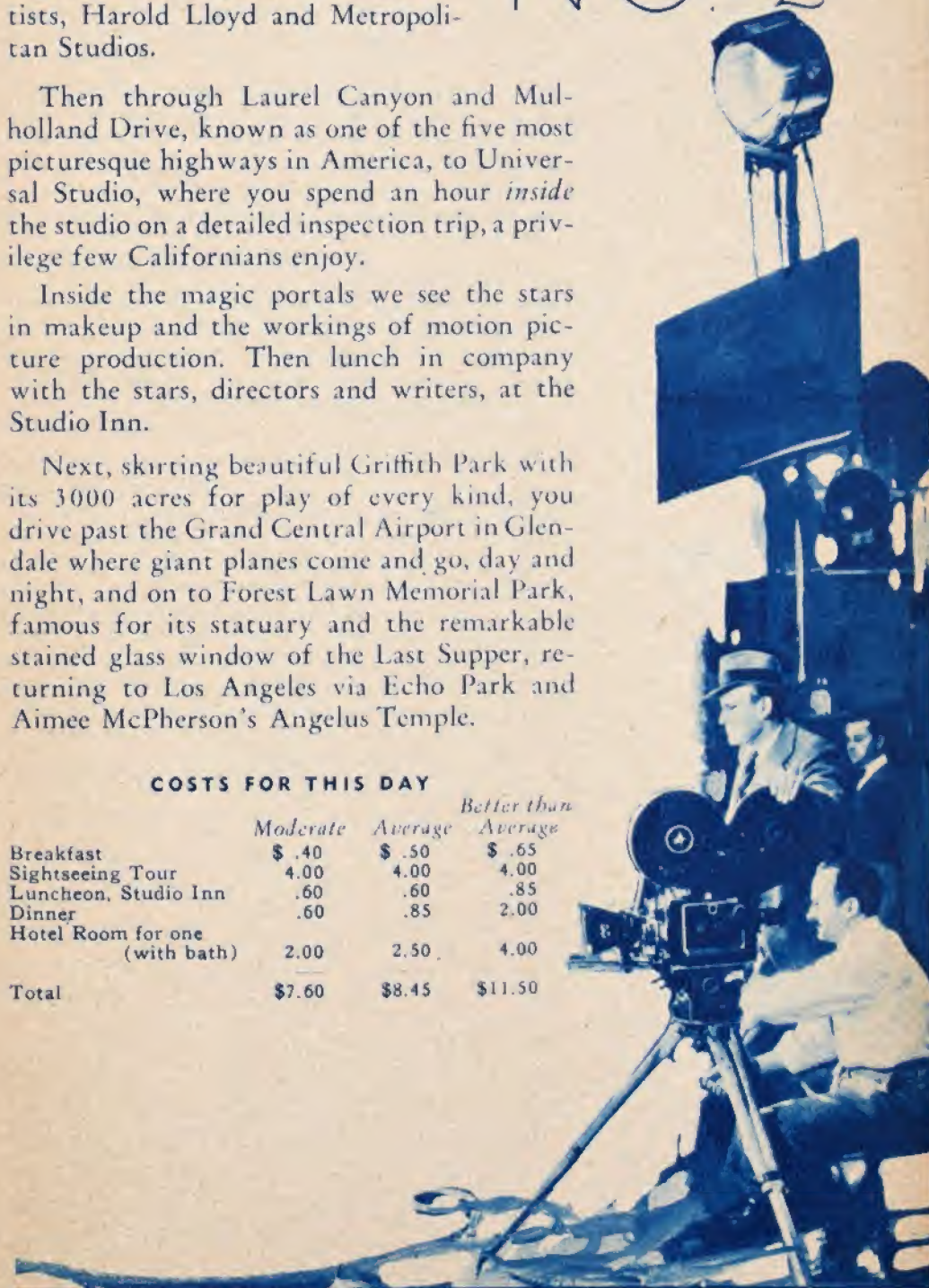
Then through Laurel Canyon and Mulholland Drive, known as one of the five most picturesque highways in America, to Universal Studio, where you spend an hour *inside* the studio on a detailed inspection trip, a privilege few Californians enjoy.

Inside the magic portals we see the stars in makeup and the workings of motion picture production. Then lunch in company with the stars, directors and writers, at the Studio Inn.

Next, skirting beautiful Griffith Park with its 3000 acres for play of every kind, you drive past the Grand Central Airport in Glendale where giant planes come and go, day and night, and on to Forest Lawn Memorial Park, famous for its statuary and the remarkable stained glass window of the Last Supper, returning to Los Angeles via Echo Park and Aimee McPherson's Angelus Temple.

COSTS FOR THIS DAY

	Moderate	Average	Better than Average
Breakfast	\$.40	\$.50	\$.65
Sightseeing Tour	4.00	4.00	4.00
Luncheon, Studio Inn	.60	.60	.85
Dinner	.60	.85	2.00
Hotel Room for one (with bath)	2.00	2.50	4.00
Total	\$7.60	\$8.45	\$11.50



TRIP NO. 3

PERHAPS you will like to take the opportunity this morning to visit the smart shops and stores. Famous designers from Europe supply fashion-setting movie stars with dazzling ensembles. And you will find the establishments as smart as these last minute creations which they offer.

Leaving after lunch, a tour takes you out Pasadena Avenue to beautiful Busch Gardens, through Brookside Park, site of the Rose Bowl famous for the annual East-West football game, down Orange Grove Avenue, lined by the beautiful homes of well-known personages and starting point of the annual Tournament of Roses; through the Civic Centre past the California Institute of Technology to the Huntington Library and Art Gallery in San Marino. Here, are displayed some of the world's choicest books and you may view the finest collection of paintings of the 18th century British School — most famous among which are Gainsborough's "Blue Boy" and Lawrence's "Pinkie."

Next, you go through the Oak Knoll district—one of California's most beautiful residence areas—returning to Los Angeles via Huntington Drive and Mission Road.

NOTE—On Sundays and Mondays the tour visits the Ostrich and Alligator Farms instead of the Henry E. Huntington Library and Art Gallery.

COSTS FOR THIS DAY

	Moderate	Average	Better than Average
Breakfast	\$.40	\$.50	\$.65
Parlor Car trip to Pasadena	1.50	1.50	1.50
Luncheon	.50	.65	1.00
Dinner	.60	.85	2.00
Hotel Room for one (with bath)	2.00	2.50	4.00
Total	\$5.00	\$6.00	\$9.15



THE HENRY E. HUNTINGTON LIBRARY AND ART GALLERY. A TREASURE HOUSE OF ART. BELOW: PASADENA ROSE BOWL



PASADENA



GLAMOROUS AVALON BAY
BELOW: MILLION DOLLAR
CASINO

CATALINA



AND NOW, for "the magic isle," a scenic mountain island rising out of the blue Pacific 25 miles off the California shore.

Catalina's crystal clear waters are renowned for their giant deep-sea game fish, and you've seen the island pictured in many a "South Sea" movie. You board your steamer at Wilmington on Los Angeles Harbor, for a two hour sail over placid waters. You pass gay pleasure craft, merchant men from the seven seas and ships of the U. S. Fleet lying at anchor in this colorful port.

Arriving at Avalon, you'll want to take the famous glass-bottom boat trip to view fantastic submarine gardens... weird flora passing slowly beneath you, great trees on the ocean's floor, shell-encrusted rocks, red, green and gold fish, strange denizens of the deep; and a deep-sea diving exhibition. Other attractions at Catalina include the sporty 18-hole golf course, the interesting bird farm, superb bathing beaches and the million dollar casino.

Late afternoon finds you sailing homeward under the slanting rays of the California sun.

COSTS FOR THIS DAY

	Moderate	Average	Better than Average
Breakfast	\$.40	\$.50	\$.65
Catalina Trip—including transportation and luncheon	4.70	4.70	4.70
Dinner—Los Angeles	.60	.85	2.00
Hotel Room for one (with bath)	2.00	2.50	4.00
Total	\$7.70	\$8.55	\$11.35



TRIP NO. 5

TODAY, YOU WILL SEE countless orange groves...part of California's \$100,000,000 crop...nestling at the base of rugged mountains. The golden fruit, the richly colored foliage, and the deep-hued mountainsides behind, make an unforgettable picture. And you can actually pick oranges on this trip, if you wish.

But first, you will stop at the Pio Pico residence (in Whittier), home of California's last Mexican governor. Then, on through the world's largest vineyard to Corona where you inspect an orange packing plant. Noon finds you in beautiful Riverside, 56 miles from Los Angeles, in time for lunch in the patio of a unique and interesting old inn, housing relics and curios from all parts of the world.

On your return trip, you stop at the famous Lion Farm in El Monte where many a lion you've seen in the movies was raised and trained. Here more than 200 of these superb beasts live in surroundings approximating their native Africa...veterans, new-born cubs and all ages in between. You see them fed...an experience you will remember...and then their trainer puts them through a hair-raising exhibition.

COSTS FOR THIS DAY

	Moderate	Average	Better than Average
Breakfast	\$.40	\$.50	\$.65
Sightseeing Tour	4.00	4.00	4.00
Luncheon	1.50	1.50	1.50
Admission—Lion Farm	.50	.50	.50
Dinner—Los Angeles	.60	.85	2.00
Hotel Room for one (with bath)	2.00	2.50	4.00
Total	\$9.00	\$9.85	\$12.65



HUNDREDS OF SQUARE
MILES OF GOLDEN FRUIT



THE ORANGE EMPIRE



YACHTING AT NEW
PORT AND BALBOA
BELOW: DOWN-
TOWN SAN DIEGO

IN
OLD MEXICO



THE JOURNEY can be made with equal comfort by boat, rail, plane or motor.

If you choose the parlor car motor route, you start with Long Beach, seashore metropolis, as your first stop, followed by a fascinating journey along gleaming stretches of sand, booming surf, sheer cliffs that rise beside the highway, colorful resorts such as Newport and Balboa, yachting centers; San Clemente, Del Mar, Torrey Pines Park and San Diego. Crossing San Diego Bay by ferry, you'll see famed Coronado and follow the Silver Strand across the international boundary to Tia Juana with its gambling halls, bull ring, cafes and other typical border-town pastimes.

Then on to Agua Caliente, a luxurious "Monte Carlo." Here are the great Casino, race track, golf course, outdoor patio cafe, and million-dollar bath-house. Caliente is a favorite week-end resort with motion picture people and other celebrities. Its atmosphere is one of beauty, luxury and excitement.

The return journey brings us to San Diego for the night, ready for next day's exploring.

COSTS FOR THIS DAY

	Moderate	Average	Better than Average
Breakfast	\$.40	\$.50	\$.65
Parlor car tour to San Diego	8.00*	8.00*	8.00*
Luncheon—San Diego	.50	.65	1.00
Dinner—San Diego	.60	.85	2.00
Hotel—San Diego	2.00	2.50	4.00
Total	\$11.50	\$12.50	\$15.65

*Plus small border charge. † Trip may also be made by steamer, rail, or stage, round trip fare—\$4.50 and \$5.



TRIP NO. 7

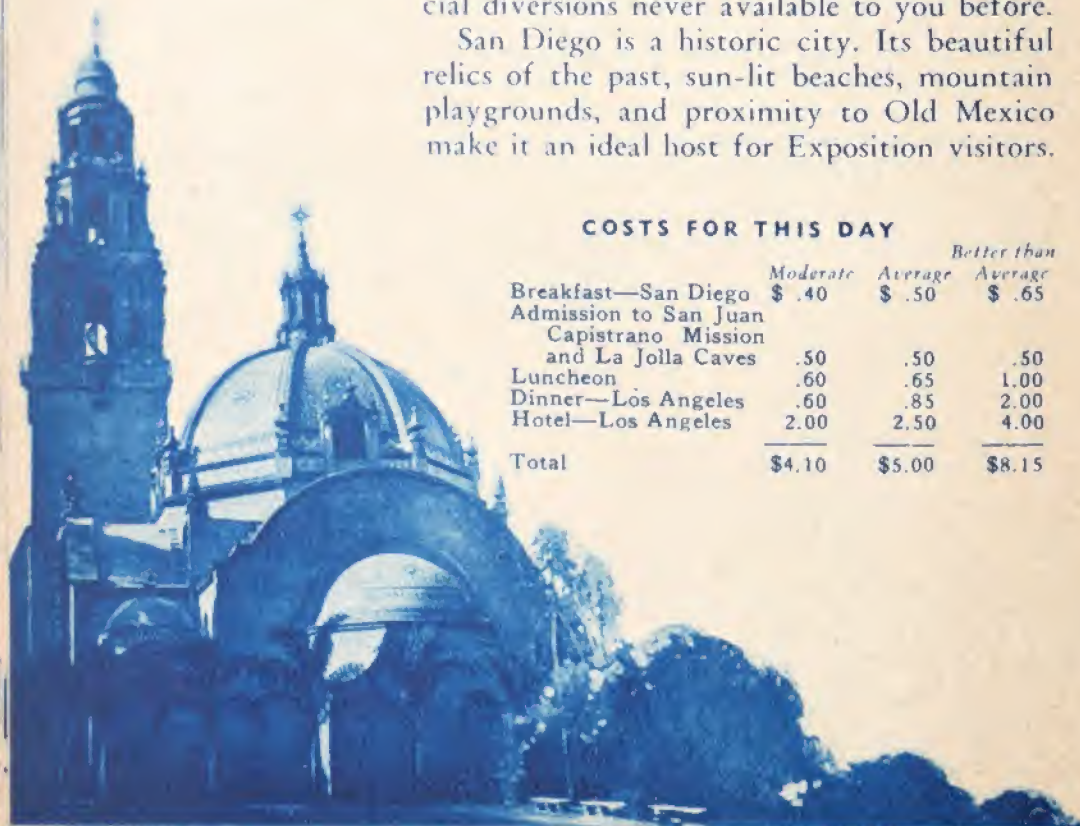
SAN DIEGO is not a novice at staging a great Fair. Its 1915 Exposition supplied thrilling memories. And AMERICA'S EXPOSITION 1935 is far greater. Now twice the size originally planned, you will enjoy its exciting Mid-Way, its "international villages" sponsored by many foreign governments, its miles of exhibits, its special buildings of great manufacturers (one of which cost \$2,000,000), historic pageant of transportation, marvels of science, its mining camps and Indian Villages.

But even more interesting, AMERICA'S EXPOSITION 1935 is housed in 1400 acre Balboa Park in the heart of San Diego. Here are permanent buildings of superb architecture surrounded by acres of gardens and sub-tropic verdure. In the harbor are foreign dreadnaughts and your own warships which you may visit and which will stage majestic reviews. You will thrill to the greatest air armada ever assembled, Army units in realistic attack upon Exposition City, many other special diversions never available to you before.

San Diego is a historic city. Its beautiful relics of the past, sun-lit beaches, mountain playgrounds, and proximity to Old Mexico make it an ideal host for Exposition visitors.

COSTS FOR THIS DAY

	Moderate	Average	Better than Average
Breakfast—San Diego	\$.40	\$.50	\$.65
Admission to San Juan Capistrano Mission and La Jolla Caves	.50	.50	.50
Luncheon	.60	.65	1.00
Dinner—Los Angeles	.60	.85	2.00
Hotel—Los Angeles	2.00	2.50	4.00
Total	\$4.10	\$5.00	\$8.15

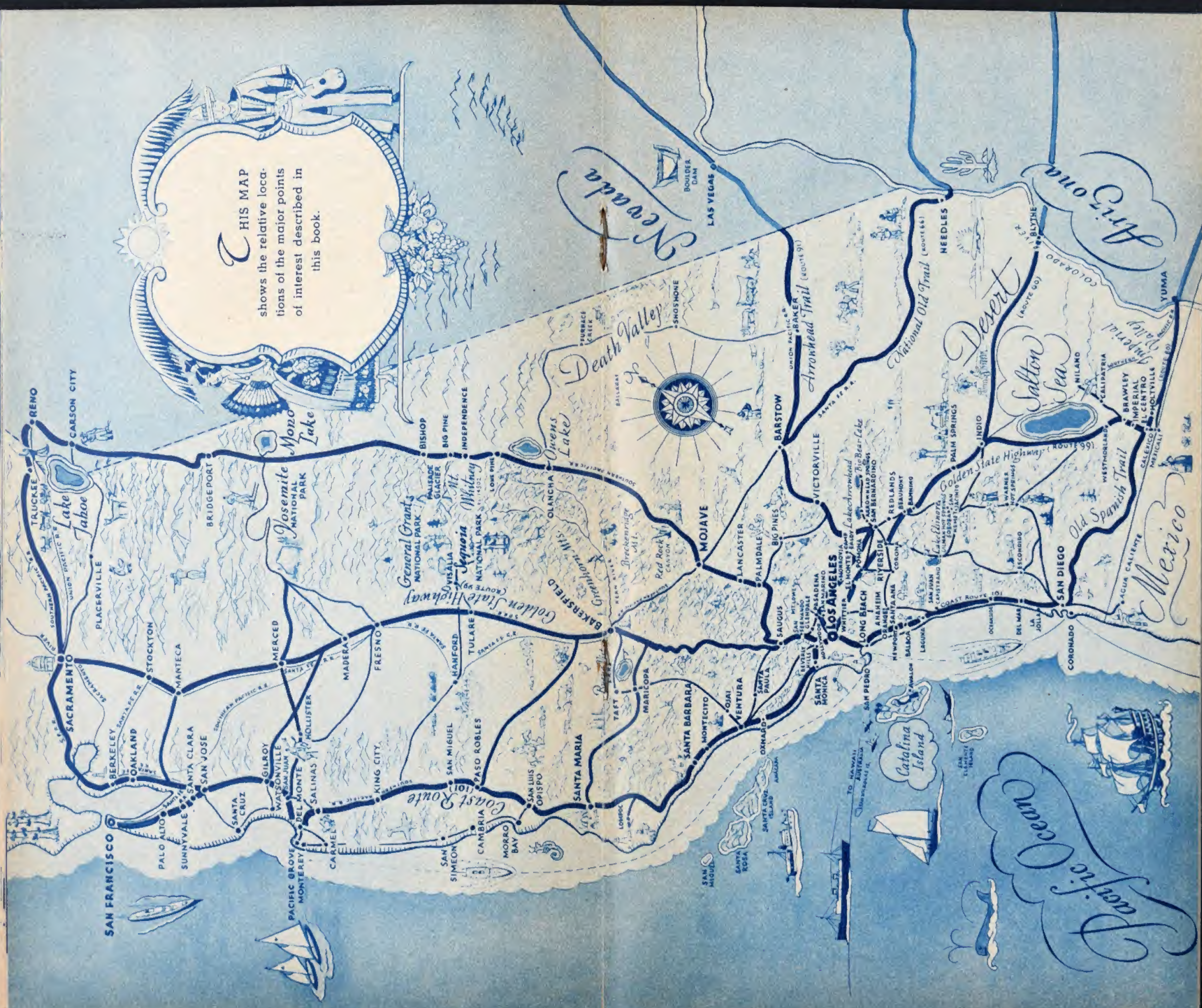


PART OF EXPOSITION CITY FROM THE AIR



AMERICA'S EXPOSITION

THIS MAP
shows the relative loca-
tions of the major points
of interest described in
this book.





FUN GALORE AT GAY
PACIFIC BEACHES

THE BEACH



RESERVE THIS DAY for the beach—
for a dip in the mighty Pacific,
breezes from whose 6000-mile ex-
panse keep this summerland cool.
Fast interurban trains take you to
the very shore.

TRIP NO. 8

Plunge into zestful breakers, swim
out in the blue water, ride in on a
wave that rolled from China, lie on
the sand soaking up tonic sunshine.
If you're feeling adventurous, try your hand
at surf-boarding, a sport that requires great
skill. Volley ball and other beach pastimes
add to the fun. You'll have no trouble work-
ing up an appetite for lunch. (If you prefer a
beach club to a public beach, special guest
cards can be obtained gratis at All-Year Club
headquarters.)

By this time you may feel like taking a
turn at one of the many amusement piers of
the beach cities, with their roller-coasters,
merry-go-rounds, chute-the-chutes and other
thrill-providers, while along the midway, side-
show barkers beguile you with tall tales. In
the evening, it's a unique experience to dance
in a pier pavilion, to rhythmic music, accom-
panied by deep surge of the surf beneath you.

COSTS FOR THIS DAY

	Moderate	Average	Better than Average
Breakfast	\$.40	\$.50	\$.65
Round-trip Interurban or bus fare from Los Angeles to beaches	.55	.55	.55
Locker Fee at Beach Club	1.00	1.00	1.00
Luncheon	.50	.65	1.00
Dinner—Los Angeles	.60	.85	2.00
Hotel—Los Angeles	2.00	2.50	4.00
Total	\$5.05	\$6.05	\$9.20



TRIP NO. 9

HERE beside a crescent shaped, palm-lined harbor backed by a range of mountains, lies one of America's most beautiful cities, famed for its uniform Spanish architecture. A three-hour train trip, replete with interesting sights along the way, including Ventura County cities, brings you to Santa Barbara in time for lunch.

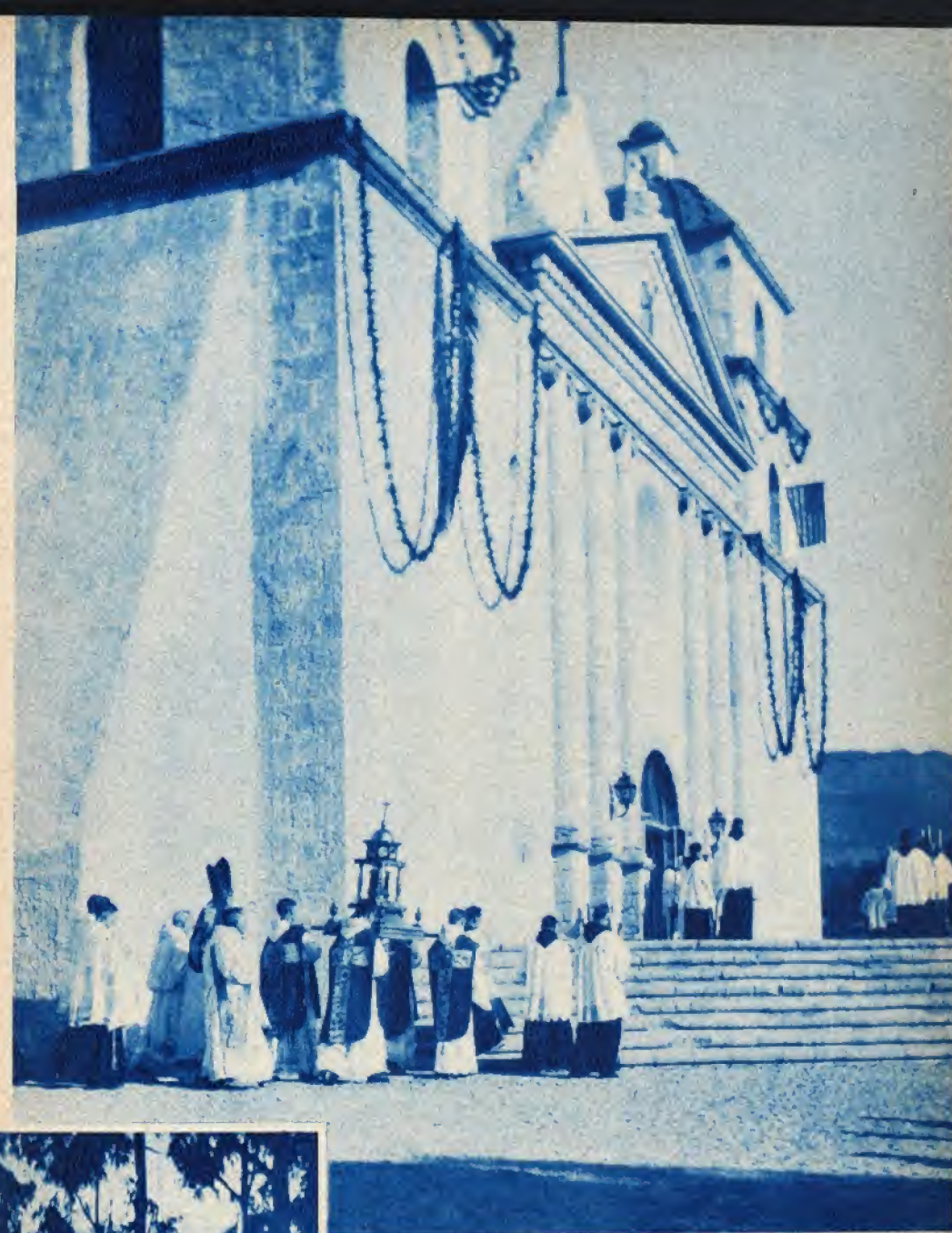
A circle tour of the city and its environs includes stops at the famous Santa Barbara Mission and at some of the estates of world notables in exclusive Montecito, fashionable suburban colony of wealth, culture and art. You'll also be shown Channel Drive, Los Alturas, Mission Ridge and many widely-known hotels.

Santa Barbara's climate and natural attractions make it an ideal sporting center. Polo is a featured sport, with five championship turfs; golf, yachting, swimming, hunting and all the rest likewise are enjoyed throughout the year. Regretfully you board your train in the evening for San Francisco.

IF YOU HAVE MORE THAN ELEVEN days in California, pages 36 through 43 show you how your additional days may be pleasurably spent. But if time limits you to eleven days here, today you start north to Santa Barbara (fare can be included in your regular round trip ticket at no extra cost).

COSTS FOR THIS DAY

	Moderate	Average	Better than Average
Breakfast—Los Angeles	\$.40	\$.50	\$.65
Luncheon—Santa Barbara	.50	.65	1.00
Parlor Car tour of Santa Barbara and Montecito	2.50	2.50	2.50
Dinner—Santa Barbara	.60	.85	2.00
(Night—enroute to San Francisco)			
Total	\$4.00	\$4.50	\$6.15



THE SPLENDORS OF THE PAST
THE STately HOMES OF TODAY

SANTA BARBARA





GLEAMING ON HER
SEVEN STORIED HILLS

SAN FRANCISCO



FROM the very first moment that you see San Francisco gleaming on her seven storied hills, you will find it thrilling.

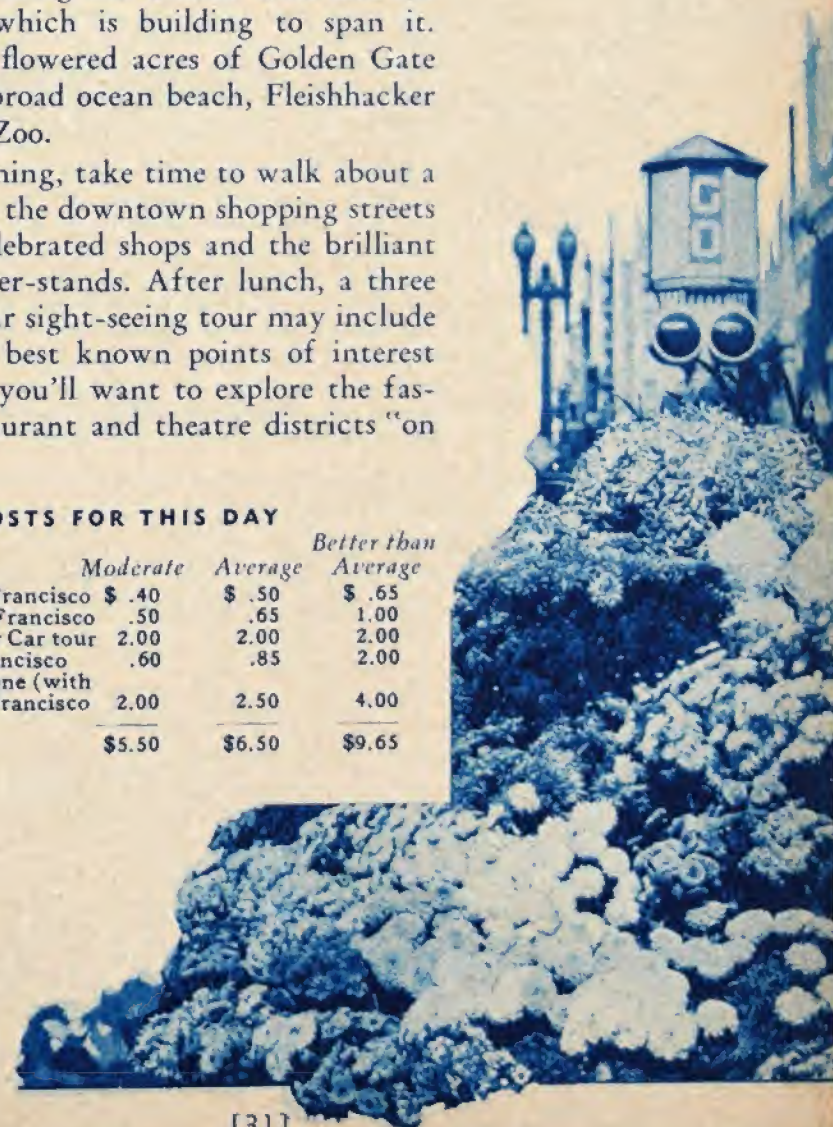
Running west from the *Embarcadero*, multi-colored streets lead to a hundred exciting places... to Union Square... to great hotels and romantic restaurants. To curly-eaved Chinatown... the largest outside of China, and other foreign colonies. To the Mission Dolores, established in 1776, and the great *Presidio*. To picturesque Fishermen's Wharf and the gay Yacht Harbor, the Fine Arts Palace, and the Palace of the Legion of Honor overlooking the Golden Gate and the new bridge which is building to span it. Through the flowered acres of Golden Gate Park, to the broad ocean beach, Fleishhacker Pool and the Zoo.

In the morning, take time to walk about a little through the downtown shopping streets with their celebrated shops and the brilliant sidewalk flower-stands. After lunch, a three hour parlor car sight-seeing tour may include many of the best known points of interest... and then you'll want to explore the fascinating restaurant and theatre districts "on your own."

COSTS FOR THIS DAY

	Moderate	Average	Better than Average
Breakfast—San Francisco	\$.40	\$.50	\$.65
Luncheon—San Francisco	.50	.65	1.00
Three hour Parlor Car tour	2.00	2.00	2.00
Dinner—San Francisco	.60	.85	2.00
Hotel Room for one (with bath) San Francisco	2.00	2.50	4.00
Total	\$5.50	\$6.50	\$9.65

TRIP NO. 10



TRIP NO. 11

ANOTHER brisk, sea-tanged morning in San Francisco to poke about as you please . . . to golf above the Golden Gate or ride on horseback through the Park and out along the ocean beach. And then a three-hour sight-seeing tour of Oakland, Berkeley, Piedmont and Alameda.

Ferrying over the clear, blue waters you see at close range all the multifarious activities of this great land-locked harbor—ships from everywhere, Battleship Row, and the steady building of the giant bridge that soon will connect San Francisco with the Eastbay shore. Landing at Oakland, you will drive around its beautiful Lake Merritt, in the very center of the city, past charming homes and lovely gardens.

You will stop in the University of California grounds in Berkeley, inspect the marvelous Greek Theatre, the 90,000 seat Memorial Stadium, and the Campanile clock tower . . . and from the Skyline Boulevard you may see the sweeping panoramas of San Francisco, the Bay and the Golden Gate, Mt. Tamalpais to the north, and southward—the gorgeous Santa Clara valley with its more than 400 miles of orchards and its sprightly towns . . . this day may be your last in California—but only for this summer.

COSTS FOR THIS DAY

	Moderate	Average	Better than Average
Breakfast—San Francisco	\$.40	\$.50	\$.65
Luncheon—San Francisco	.50	.65	1.00
Sightseeing Tour Oakland, Berkeley, etc.	2.50	2.50	2.50
Dinner—on train enroute home			
Total for Day	\$3.40	\$3.65	\$4.15
Total costs for 11 Days	\$67.95	\$77.05	\$106.60
Average per Day	\$6.18	\$7.00	\$9.70



IN THE HEART OF A GREAT CITY—OAKLAND'S LAKE MERRITT. BELOW: ONE OF THE BEACHES




THE BAY CITIES



NIGHT ENTERTAINMENT

THERE NEVER need be a dull evening during your stay here, whatever your tastes in after-dark entertainment. A world premiere in Hollywood, for instance, is a brilliant occasion with the stars and the elect of moviedom. Thousands of people gather to see the celebrities. "Symphonies Under the Stars" are held in the awe-inspiring setting of the Hollywood Bowl with a huge orchestra led by internationally famous conductors. If you like excitement, there are night auto races on the world's fastest dirt track, wrestling and boxing matches, night baseball and ice-hockey... to thrill you. Plays from New York and Chicago, foreign movies, night clubs and hotel dinner dances with nationally-known orchestras. Spanish fiesta dances... the list is limitless. And all may be seen at extremely modest prices.



A large ship is being lifted by a crane, with a massive chain and hook visible in the foreground. The ship is on the water, and the background shows a hazy sky.

ADDITIONAL THINGS TO SEE AND DO

WE HAVE outlined eleven never-to-be-forgotten days brimful of fascinating activity and covering a wide range of California's most interesting places and finest views... for your California vacation. But you may prefer to plan your own tour... or you may have more than eleven days to spend here. Therefore, we are briefly mentioning a number of additional interesting things to do, all of which will be found enjoyable.



IN LOS ANGELES

CASA ADOBE—beautiful old ranch house of sun-dried brick, an authentic reproduction inside and out of a Spanish "hacienda" of 1800. Open on Sunday and Wednesday afternoons from 2 to 5, admission free. (Opposite Sycamore Grove, 4607 Pasadena Avenue).

CALIFORNIA ZOOLOGICAL PARK—the largest collection of wild animals on the Pacific Coast, kept in as nearly as possible the natural surroundings of their native heaths. (3800 Mission Road).

CHINESE THEATRE—typically Chinese in design and coloring. Has a lovely elliptical forecourt which contains coco palms, tropical trees, etc. Scene of many Hollywood movie premieres.

EXPOSITION PARK—a beautiful 130 acre park with nine acres of sunken gardens, and the *California State Exposition Building*, containing exhibits of the resources and industries of California. *The Los Angeles County Museum*, of history, science and art, with many famous art collections, also fossil remains of prehistoric animals taken from Rancho La Brea.

Los Angeles Memorial Coliseum—having 105,000 reserved seats, is one of the greatest structures of its kind. Scene of the Xth Olympiad, and inter-collegiate football contests.





GRIFFITH PARK PLANETARIUM—newest and one of the finest planetariums in the United States, in a natural setting of great beauty.

GRIFFITH PARK—contains 3,752 acres, which for the most part have been left in their natural state. Has large picnic grounds, miles of bridle trails, a bird sanctuary, fern dell (with tree ferns rising to amazing heights), the beautiful Greek Theatre, a public golf course, tennis courts, etc.

JAPANESE TEMPLE—largest Buddha Temple in Southern California. Open to the public at all hours.

LA BREA PITS—originally a part of an old Spanish rancho called "La Brea," meaning pitch, tar, asphalt, have yielded the bones and skeletons of more than four thousand mammals of prehistoric periods—sabre tooth tigers, dire wolves, mastodons, etc. (Wilshire Boulevard between La Brea and Fairfax).

LOS ANGELES PUBLIC LIBRARY—a two-million dollar structure noted for its architectural beauty and size. It contains 1,200,000 volumes, and ranks first in per capita circulation of books, among the six largest American cities. Contains murals by Dean Cornwell, Julian Garnsey, Albert Herter, and A. W. Parson. (Fifth Street between Grand and Flower).



LOOKOUT MOUNTAIN—half way up Laurel Canyon, offers a magnificent view, by day or night, of the surrounding country.

OLD MISSION CHURCH—"The Church of Our Lady the Queen of the Angels" was constructed in 1818-22. Although gray with age, it still stands facing the Plaza, is open daily, and is the center of an active parish.

RUSSIAN GREEK ORTHODOX CHURCH—where most interesting religious ceremonies are conducted. (1216 San Julian Street).

SOUTHWEST MUSEUM—contains rare specimens, documents, and relics, pertaining to the history and culture of the Southwestern states, with their interesting background of Indian, Spanish and American influences. Open every day except Monday from one to five P.M. (Museum Drive and Marmion Way).

LOS ANGELES COUNTY EXHIBIT—interesting exhibition of products and resources of Los Angeles County, with free motion pictures daily. (1151 South Broadway).

NEARBY

ARABIAN HORSE FARM—between Pomona and Covina. Magnificent specimens of the Arabian





horse, many of which have appeared in motion pictures.

BERNHEIMER GARDENS—located on the Pacific Palisades, notably landscaped, beautiful Japanese bronze statuary in miniature. Nearly three million dollars have been spent on this eight acre garden and its buildings of Japanese architecture (Sunset Boulevard and Marquez Street).

BUSCH GARDENS—in Pasadena, famed for rare plants, trees, and flowers. The Gardens occupy seventy-five acres on the slopes of the picturesque Arroyo Seco, and a force of from forty to fifty men are required for their upkeep. They are open to the public daily, including Sundays and holidays, from nine a.m. to five p.m.

BUTTERFLY FARM—in a tiny canyon among the foothills near Roscoe. Hundreds of varieties of brilliantly hued butterflies are on exhibition.

DEL MONTE AND MONTEREY—One of the outstanding beauty spots of America. The historic city of Monterey, the famed 17 mile scenic drive, Del Monte Hotel and Lodge, Pebble Beach, the artist colony and mission at Carmel, Pacific Grove, Carmel Highlands all of exceptional interest and beauty.

FORT MAC ARTHUR—on the bluffs above San Pedro Bay, guards the entrance to Los An-



geles Harbor, with one of the most formidable coast defenses in the United States. Offers one of the greatest marine views on the Coast.

LYON'S PONY EXPRESS MUSEUM—in Arcadia. An interesting and valuable collection of relics identified with the activities of the "Pony Express" era. Open Wednesday and Friday afternoons, and all day Saturday and Sunday.

MARCH FIELD—a United States Army Aviation Field, is located ten miles southeast of Riverside, and is one of the nation's most important posts.

MOUNTAIN RECREATIONAL AREAS NEAR LOS ANGELES

San Bernardino Mountain Resorts offer magnificent scenery, excellent camping facilities, fishing, hiking, horseback riding, swimming, etc.

Mt. Lowe, reached by trolley and Incline Railway, offers a view of 56 cities, the Pacific, and Catalina Island seventy-five miles away.

Mt. Wilson, site of the world-famous Carnegie Observatory, is reached by motor stages. It is a beautiful resort, with towering pines, a game refuge, and comfortable accommodations. The Carnegie Observatory and Solar museum are open daily at 1:30 P. M. Every Friday night at 7:30 an illustrated astronomical lecture is given by a member of the Observatory staff, and the 60 inch telescope





is opened to the public for free observation of stellar attractions.

REDONDO BEACH SALT-WATER PLUNGE

—The tank is 70 by 200 feet, with a capacity of 561,000 gallons. 60,000 gallons of water are changed hourly. It will easily accommodate 5,000 people. There is also an outdoor deep sea plunge, mineral baths, and surf bathing.

SAN FERNANDO MISSION—was named in honor of the King of Spain and founded September 8, 1797. One and a half acres of the seven in this park are devoted to a "Memory Garden."

SAN GABRIEL MISSION—was the fourth Mission, brought into being in 1771. Visitors are escorted through the Mission, the "Monastery," the "Campanario," the "Sacristi" and the burial ground. The world-famous "Mission Play" is every year reborn almost in the shadow of Mission San Gabriel.

SMILEY HEIGHTS—at Redlands, originally known as "Canyon Crest Park," is a most beautiful park, filled with rare plants, flowers and trees. From here may be seen a great panorama of mountains, plains and orchards.

TERMINAL ISLAND—Fish Harbor is located at the end of this island, where more than 1,200 fishing craft of all sizes and descriptions regularly bring their cargoes of sea food. The population is mostly Japanese.

U. S. FLEET—at the Los Angeles Long Beach Harbor. From the pier may be seen the sleek cruisers, giant dreadnaughts, and mighty airplane carriers. Visitors are welcome aboard each Saturday, Sunday and holiday. Also, at Long Beach, the Rainbow Pier, Municipal Auditorium, and Signal Hill oil fields are well worth a visit.

VENTURA AND SANTA BARBARA COUNTIES TOUR—a two day parlor car trip, leaving Los Angeles at 9 A.M. and going via the Roosevelt Highway along the Pacific, through the Malibu movie colony, Oxnard (the "Sugar City"), Ventura, Carpinteria, Summerland oil wells, to Santa Barbara. A sightseeing tour of Santa Barbara includes all points of interest, such as the Court House, El Paseo, Old Mission, Montecito, Channel Drive, etc. Return the following day is through the beautiful Ojai Valley, Santa Paula, Fillmore, Camulus Ranch, San Fernando, and Cahuenga Pass.

YOSEMITE NATIONAL PARK, Sequoia National Park, and the High Sierra resorts, just a day away from Los Angeles, are natural scenic wonderlands, affording unlimited opportunities for vacation enjoyment.



WHAT TO WEAR

CALIFORNIA requires no special type of wearing apparel. Your wardrobe for a summer vacation in Southern California should be similar to that which you wear at home, or would require for a summer visit to almost any other American resort, with few exceptions. Notable among these, of course, is that light wraps are needed for evening.

The same sports clothes for men and women are worn here as elsewhere.

While there are many occasions when you may wish to wear formal evening dress, you will find a delightful informality in the night life of Southern California.



From the table of transportation costs listed below, you can determine just what your traveling expenses to and from California will be. These are simply key cities used as examples. There are listed costs for three types of accommodations as follows:

1. Day Coach and Reclining Chair Cars—Passengers with day coach tickets have full use of diners.

2. Tourist Sleeper—Accommodations include berth and diner privileges.

3. Standard Pullman—Includes standard lower berth and privileges of diner, observation car, club car, smokers, etc.

Costs of meals on trains are based on general averages as reported by dining car stewards. If you are budgeting your vacation, these costs will help you to decide where to economize. You can select from these cost schedules and those at the bottom of the page, the ones which best fit your vacation budget.

See your local transportation agents for details of train schedules and exact accommodations from your city.

COST OF TRANSPORTATION

MODERATE (By Day Coach) Return limit—Oct. 31st

CITY	DAYS HERE	Rail Fare : R.T.	Meals enroute @ 75c	Total
*Seattle, Wash.	12	\$34.00	\$ 8.25	\$42.25
Chicago, Ill.	11	57.35	11.25	68.60
New Orleans, La.	12	56.80	11.25	68.05
Kansas City, Mo.	12	48.00	10.50	58.50
St. Louis, Mo.	12	54.35	11.25	65.60
Omaha, Neb.	12	48.00	9.75	57.75
Denver, Colo.	12	38.35	7.50	45.85
Oklahoma City	12	48.00	9.00	57.00
Dallas, Texas	12	47.00	9.00	56.00
Houston, Texas	12	47.00	9.00	56.00
Minneapolis, Minn.	12	57.35	11.25	68.60

In the interests of simplification, this schedule is made up for certain typical key cities on the basis of either 11 or 12 days in California. Actually from points like Portland and Dallas you can have as many as 13 days here out of a 2-weeks vacation.

AVERAGE (By Tourist Sleeper) Return limit—Oct. 31st

Rail Fare : R.T.	Sleeper : R.T.	Meals enroute @ 75c	Total
\$34.00	\$ 8.50	\$ 8.25	\$50.75
68.80	17.00	11.25	97.05
68.15	14.00	11.25	93.40
57.60	14.00	10.50	82.10
65.20	16.00	11.25	92.45
57.60	14.00	9.75	81.35
46.00	no thru car	7.50	
57.60	11.50	9.00	78.10
56.40	no thru car	9.00	
56.40	12.00	9.00	77.40
68.80	19.00	11.25	99.05

BETTER THAN AVERAGE (By Standard Pullman) Return limit—Oct. 31st

Rail Fare : R.T.	Lower Berth : R.T.†	Meals enroute @ \$1.00	Total
\$52.50	\$19.00	\$11.00	\$82.50
86.00	31.50	15.00	132.50
85.15	28.00	15.00	128.15
72.00	26.50	14.00	112.50
81.50	30.00	15.00	126.50
72.00	26.50	13.00	111.50
57.50	22.00	10.00	89.50
72.00	23.00	12.00	107.00
70.45	22.00	12.00	104.45
70.45	24.00	12.00	106.45
86.00	31.50	15.00	132.50

†\$3.75 for lower berth, Santa Barbara to San Francisco, is included in this figure.
*Return Limit—21 days. ; Round Trip.

COSTS IN CALIFORNIA

PERHAPS, like so many, many thousands, you have a limited vacation budget. You must know in advance exactly what your trip will cost. The table below gives you the totals taken from the detailed costs shown for each day on the preceding pages.

Naturally you can vary these costs, spend more or less, as you like. The figures shown are taken from reports of thousands of tourists who have given us details of their expenses here. We quote them in detail, so that, if necessary, you can plan ahead and determine in advance exactly what your vacation will cost.

You will notice that three schedules are given, "Moderate," "Average," and "Better-than-average." Many of the costs are the same in each classification. The difference lies chiefly in prices for meals and hotels. But even the "Moderate" classification calls for hotel room with bath, so as you see, still further economies can easily be effected.

DETAIL

	Moderate	Average	Better than Average
Trip No. 1	\$5.10	\$6.00	\$ 9.00
Trip No. 2	7.60	8.45	11.50
Trip No. 3	5.00	6.00	9.15
Trip No. 4	7.70	8.55	11.35
Trip No. 5	9.00	9.85	12.65
Trip No. 6	11.50	12.50	15.65
Trip No. 7	4.10	5.00	8.15
Trip No. 8	5.05	6.05	9.20
Trip No. 9	4.00	4.50	6.15
Trip No. 10	5.50	6.50	9.65
Trip No. 11	3.40	3.65	4.15
Total cost, 11 days	67.95	77.05	106.60
Average per day . . .	6.18	7.00	9.70
Twelfth Day (allows for Hotels, Meals, Golf, Swimming or Fishing)	4.00	5.00	8.00
Total for 12 days . .	71.95	82.05	114.60

AN EXAMPLE OF COMPLETE COSTS

Costs of the complete two-weeks vacation vary, of course, according to the distance of your home city from California. But by adding minimum transportation costs to "Moderate" costs-while-here, as shown by the two preceding tables, we obtain the minimum total cost from typical cities, as follows:

Chicago, Ill.	
Minneapolis, Minn.	\$136.55
Kansas City, Mo.	140.55
St. Louis	130.45
Omaha, Nebraska	137.55
New Orleans, La.	129.70
Oklahoma City	140.00
Dallas, Texas	128.95
Denver, Colo.	127.95
Seattle, Wash.	117.80
Houston, Texas	114.20
	127.95



COSTS

HOMES OF THE

HOLLYWOOD and BEVERLY HILLS

Barrymore, John (Dolores Costello), End of Tower Grove Drive
 Barrymore, Lionel, 802 North Roxbury Drive
 Barthelmess, Richard, 907 N. Roxbury Drive
 Baxter, Warner, 138 Beachwood Drive
 Beery, Wallace, 921 North Roxbury Drive
 Bennett, Constance, 903 N. Roxbury Drive
 Bennett, Joan, 1121 Tower Road
 Brady, Alice, 812 North Camden Drive
 Brook, Clive, 8321 DeLongpre Avenue
 Brown, Joe E., 707 North Walden Drive
 Burke, Billie, 607 North Elm Drive
 Cagney, James, 1316 North Hayworth
 Chaplin, Chas. Spencer, 1103 Cove Way
 Chatterton, Ruth, 704 North Palm Drive
 Chevalier, Maurice, 1728 Chevy Chase
 Colman, Ronald, 2092 Mound Street
 Cooper, Gary, 728 Rodeo Drive
 Cortez, Ricardo, Beverly Wilshire Hotel
 Davies, Marion, 1700 Lexington Road
 Dietrich, Marlene, 822 Roxbury Drive
 Denny, Reginald, 2060 North Vine Street
 Dix, Richard, 617 Rexford Drive
 Dunne, Irene, 625 Arden Drive
 Farrell, Charles (Virginia Valli), 906 North Beverly Drive
 Gable, Clark, 9381 Olympic Boulevard
 Gaynor, Janet, 2079 Mound St.
 Gilbert, John, Tower Grove Drive
 Harding, Ann, 7430 Pyramid Drive
 Hardy, Oliver, 621 North Alta Drive
 Harlow, Jean, Benedict Canyon Road
 Holmes, Phillip, 1933 Orchid Avenue
 Hopkins, Miriam, 1717 San Vicente Blvd.
 Judge, Arline (Mrs. Wesley Ruggles), 1014 Laurel Way
 Lloyd, Harold (Mildred Davis), 1225 Benedict Canyon Road
 Lombard, Carole, 620 Walden Drive
 Lowe, Edmund, 718 North Linden Drive
 Loy, Myrna, 221 Crescent Drive
 MacDonald, Jeannette, 912 N. Rexford Drive

MOVIE STARS

March, Fredric (Florence Eldridge), 1026 Ridgedale Drive
 Menjou, Adolph, 2615 Nottingham Avenue
 Mix, Tom, 1010 Summit Drive
 Montgomery, Rob't, 511 Palm Drive
 Morris, Chester, 6662 Whitley Terrace
 Navarro, Ramon, 609 Roxbury Drive
 O'Sullivan, Maureen, 8152 Sunset Boulevard
 Pickford, Mary, End of Cove Way
 Powell, William, 809 Hillcrest Road
 Robinson, Edward G., 910 N. Rexford Drive
 Robson, May, 229 South Crescent Drive
 Shearer, Norma, 729 Beach Road
 Sothorn, Ann, 621 Arden Drive
 Swanson, Gloria, 904 North Crescent Drive
 Twelvetrees, Helen, 1025 N. Roxbury Drive
 Velez, Lupe, 732 North Rodeo Drive
 Wheeler, Bert, 6650 Franklin Avenue
 Wing, Toby, 722 North Rodeo Drive
 Woolsey, Robert, 1302 North Sweetzer Ave.

SANTA MONICA

Bancroft, George, 976 Ocean Front
 Cobb, Irvin, 1717 San Vicente Boulevard
 Daniels, Bebe, 966 Ocean Front
 Davies, Marion, 415 Ocean Front
 Hopkins, Miriam, 547 Ocean Front
 Lloyd, Harold, 443 Ocean Front
 Roland, Gilbert, 906 Ocean Front
 Shearer, Norma, 659 Ocean Front
 Temple, Shirley, 257 19th Street

BRENTWOOD PARK

Colbert, Claudette, 400 Black Rockingham
 Crawford, Joan, 426 North Bristol
 Gable, Clark, 220 North Bristol

SANTA MONICA CANYON

Carrillo, Leo, 500 Block, East Channel Road
 Crews, Laura Hope, 120 Ocean Way
 Del Rio, Dolores, 157 Kingman Avenue
 Sten, Anna, 100 Block, Maybury Road

SUMMARY

BARGAIN DAYS FOR A CALIFORNIA VACATION

1 RAILROAD AND PULLMAN FARES LOWEST IN A DECADE. Transportation costs to California are the lowest in a decade. (See pages 44 and 45.)

2 COSTS IN CALIFORNIA ARE UNUSUALLY LOW. Because California is an all-year resort, with ample accommodations for more than the one million visitors who come each summer.

\$68.00 can cover cost of hotels, meals and sightseeing for 11 days in California.

3 TWO WEEKS VACATION REALLY IS AMPLE. For round-trip transportation and to enjoy in at least 11 glorious days while here:

Sights of Los Angeles

Movie Studios, inside and out

Movie Stars' Homes

Orange groves

Pacific Ocean beaches

Mountain peaks

Old Spanish missions

Old Mexico

Great harbors

San Francisco Bay area

Starting your vacation Friday night, returning home the second Sunday ready for work Monday morning, you can have at least 11 glorious days in California.

4 SUMMER IN CALIFORNIA IS IDEAL. Summers are rainless—nights are cool enough to make blankets a sleeping necessity. The beaches are at their gayest and outdoor night life is at its best.

5 THIS IS THE YEAR TO COME. The trip is as easy to take as it is to read. When you arrive your California hotels will make reservations for each day's trip and gladly take care of all details.

IF YOU HAVE MORE THAN A 2-WEEKS VACATION

For those who plan a longer California trip, the All-Year Club of Southern California has published a de luxe 80-page gravure book. It describes the many attractions of this vacationland in greater detail, including many places not mentioned here. It will be mailed to you free upon request.

♦ ♦ ♦

CONCERNING HOTELS

A 24-page booklet listing hotels, together with their locations, rates, and descriptions of their facilities is available free to those who write for it. It has been so prepared that a vacationist may safely choose his hotels before his arrival in California. Like all other All-Year Club literature, it contains no extraneous advertising matter.

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